



EMAIL BRANDING





What is Email branding?

How many emails do you send at work every day?

You'll realise that you are personally sending out around 1,000 emails every month and, in fact, by the end of the year you will have sent at least 10,000 emails. That's a pretty big digital footprint.

Now think about your company as a whole, and how many emails cumulatively are being sent to customers, potential customers and business partners. Even a small company of 10 employees is sending out at least 100 000 emails a year.

Typically, this equals the number of marketing opportunities missed by many companies.

KEY FEATURES

1. Implementation targeted and measurable marketing/sales/advertising campaigns into every business email.
2. Multiple interactive banners and web links.
3. Banner management system to rotate or schedule marketing banners.
4. Control every email signature with consistent business card details and disclaimers.
5. Easy building of marketing lists.
6. Real-time analytics, alerts and reports.



Price Structure?

Pixel perfects newsletter is a monthly subscription service. Monthly fees includes free upgrades, platform maintenance and 24/7/365 technical support.

Setup and License Fees:

License = Email address that the branding is linked to

License Bands (email addresses)	License Fee (Monthly)	Setup Fee (once-off)
1 - 20	R65	R 200 per license
21 - 50	R60	R 200 per license
51 - 100	R55	R 200 per license
101+	Contact Us	

*Please note that pricing excludes VAT.

What Else?

The following design and training services are available:

Description	Comments	Cost
Banners & Signatures	New banner & signature design	R 1,000
	New or re-design of banner	R 750
	Text edit to signature	R150
Edits	Text or image edit to banner & signature	R250
Training	General training of users on system	R1000
List Building	Extract, cleanse and upload email recipient list to marketing platform	R500
Non-branding Licenses	Additional Exchange users routing without branding. Bandwidth fee.	R 10

*Please note that pricing excludes VAT.



**Give us
a call !**

021 300 3280

011 568 9321

info@pixelperfect.co.za

www.pixelperfect.co.za